



Media Information

01 July, 2011

**The new BMW range: more driver enjoyment with even greater efficiency**

The new BMW 520d EfficientDynamics Saloon

The BMW Z4: premiere for new four-cylinder engines

The new BMW X1 xDrive20d EfficientDynamics

BMW expands the 5 Series line-up

Increased specification for the BMW 5 Series

The new BMW 3 Coupé and Convertible Sport Plus Editions

The BMW 6 Series: now with diesel power and M Sport Specification

New equipment for the BMW 7 Series

Get even more connected with ConnectedDrive

**The new BMW 520d EfficientDynamics Saloon**

The arrival of the new BMW 520d EfficientDynamics Saloon in September sets a new benchmark for efficiency and driving pleasure in its class.

With the all-important UK business market in mind, BMW engineers have created a car that is approximately 10 per cent more fuel-efficient than the best its rivals can muster, without reducing the 184hp or 380Nm of torque developed by the 2.0-litre turbodiesel engine. This equates to fuel economy of 62.8mpg and CO<sub>2</sub> emissions of 119g/km, which means a company car benefit-in-kind taxation band of only 13 per cent.

In addition to the standard Auto Start-Stop, Optimum Gearshift Indicator, Brake Energy Regeneration and Active Aerodynamics, the BMW 520d EfficientDynamics Saloon has a longer final drive ratio to reduce engine revs at highway speeds, and low rolling resistance tyres on Streamline-design alloy wheels. This all helps to accelerate the car from zero to 62mph in just 8.2 seconds.

BMW Group Company

Postal Address  
BMW (UK) Ltd.  
Ellesfield Avenue  
Bracknell Berks  
RG12 8TA

Telephone  
01344 480320

Fax  
01344 480306

Internet  
[www.bmw.co.uk](http://www.bmw.co.uk)



# BMW

## United Kingdom

### Corporate Communications

Media Information

Date 01 July, 2011

Subject **The new BMW range: more driver enjoyment with even greater efficiency**

Page 2

The 520d EfficientDynamics Saloon also comes with BMW's new ECO-PRO Mode. A driver-activated switch promotes economical and comfortable driving at low speeds by adjusting the engine mapping, throttle sensitivity, automatic gearshift points, where applicable, and the amount of power consumed by electrical ancillaries including climate control and heated seats.

The new model goes on sale in September priced from £30,435 OTR.

#### **The BMW Z4: premiere for new four-cylinder engines**

The BMW Z4 will build on its status as the sportiest roadster with a folding metal roof thanks to the introduction of two new engines. A new all-aluminium 2.0-litre four-cylinder unit, featuring BMW's acclaimed twin-turbo technology, debuts in two guises.

The new engines will appear in sDrive20i and sDrive28i versions of the Z4, replacing the former sDrive23i and sDrive30i models. For the sDrive20i, the new engine develops 184hp at 4800rpm and 270Nm of torque from only 1250rpm. Corresponding figures for the sDrive28i are 245hp from 5000rpm and 350Nm from 1250rpm. Both engines use BMW's EfficientDynamics technologies to increase driver enjoyment while simultaneously lowering fuel consumption and emissions.

The BMW Z4 sDrive20i and BMW Z4 sDrive28i employ the twin-scroll turbocharger technology, high-precision direct fuel injection, VALVETRONIC variable valve control and double-VANOS camshaft control previously only seen in six-cylinder BMWs. This gives greater turbo boost pressure and improved operation of the fuel injection system. Both are characterised by instant throttle response, linear power delivery and supreme flexibility across almost the entire rev range. Improved performance is therefore achieved with 20 per cent reductions in fuel consumption and CO<sub>2</sub> emissions. A six-speed manual gearbox is standard with both engines, but an eight-speed automatic is optionally available.



# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 01 July, 2011

Subject **The new BMW range: more driver enjoyment with even greater efficiency**

Page 3

Model	Power (hp)	Torque (Nm)	0-62mph (seconds)	Top Speed (mph)	CO2 emissions (g/km)	Combined mpg
BMW Z4 sDrive20i	184	270	6.9	142	159	41.5
BMW Z4 sDrive28i	245	350	5.6	155*	159	41.5

\* Electronically limited

In addition to these revised engines, standard equipment will be enhanced across the entire Z4 range, with all models now receiving Bluetooth and USB audio interface. The new sDrive20i also benefits from Kansas leather upholstery and a rain sensor with automatic headlight activation as standard.

A new equipment package called Design Pure Balance, featuring extended Merino leather in Cohiba Brown and Black, Lotus White contrast stitching, anthracite wood and standard sports seats, becomes available with the revised Z4. Mineral White metallic paint is offered exclusively with this package, or buyers can choose from other colours within the Z4 range.

#### **The new BMW X1 xDrive20d EfficientDynamics**

The BMW X1 established a new class of car, the premium compact SUV, and it is still defining this new niche. From autumn the BMW X1 xDrive20d EfficientDynamics will become the cleanest and most economical BMW X product ever.

Powered by a 163bhp 2.0-litre four-cylinder diesel engine with a combined fuel consumption of 62.8mpg, CO2 emissions drop below a crucial threshold to hit 119g/km. This means that it attracts a company car taxation band of only 13 per cent for business drivers.

The latest X1 takes the relationship between sporty performance, athletic agility and fuel efficiency to a new level. TwinPower Turbo technology, which combines a variable geometry turbocharger and high-pressure fuel injection, gives maximum power at 4000rpm, while peak torque of 380Nm comes in at 1750rpm and remains constant until 2750rpm. A centrifugal



# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 01 July, 2011

Subject **The new BMW range: more driver enjoyment with even greater efficiency**

Page 4

pendulum absorber in the dual-mass flywheel damps out vibrations at low engine speeds, while new insulation technology eliminates engine noise inside the cabin.

The BMW X1 xDrive20d EfficientDynamics has Auto Start-Stop, Brake Energy Regeneration and an Optimum Shift Indicator adapted to suit the new engine's characteristics. Electro-mechanical power steering, an air conditioning compressor, which can be disengaged, and tyres with reduced rolling resistance are fitted to Streamline-design light alloy wheels, all come as standard. The car also has a long final drive ratio to reduce engine revolutions at cruising speeds, but it still takes the car from zero to 62mph in just 8.3 seconds.

The most economical X product ever starts at £25,715 OTR when it goes on sale in September 2011.

The BMW Individual High Gloss Shadow Line roof rails are now an individual option, while the BMW ConnectedDrive package now includes the option of Real-Time Traffic Information.

#### **BMW expands the 5 Series line-up**

The 5 Series engine range grows to 11 derivatives with the arrival of the 520i and 528i models for September 2011. Both are powered by a new four-cylinder 2.0-litre petrol engine employing twin-scroll turbocharger technology, high-precision direct fuel injection, VALVETRONIC variable valve control and double-VANOS camshaft control.

The 520i develops 184hp at 5,000rpm and 270Nm of torque in a broad spread from 1250 to 4500rpm, guaranteeing spontaneous response across almost the entire rev band. With the optional automatic gearbox, the average economy of the 520i saloon is 44.1mpg, while CO<sub>2</sub> emissions dip below 150g/km. The BMW 520i SE Saloon costs from £31,190 OTR - £1,512 cheaper than the model it replaces – while the Touring is £33,615 OTR.

By increasing the amount of turbo boost and revising the operation of the fuel injection system, the same basic engine is able to produce 245hp from 5,000-6,500rpm and 350Nm across 1,250-4,800rpm for the 528i. Six-cylinder performance, zero to 62mph in just 6.2



# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 01 July, 2011

Subject **The new BMW range: more driver enjoyment with even greater efficiency**

Page 5

seconds for the manual saloon, is therefore feasible with four-cylinder fuel efficiency: 43.5mpg and a CO<sub>2</sub> output of 152g/km with automatic transmission. The BMW 328i SE Saloon cost from £33,610 OTR and the Touring is £36,165 OTR.

In the 525d, a new four-cylinder 2.0-litre twin-turbo engine replaces the single-turbo six-cylinder 3.0-litre unit. The new engine generates 218hp at 4,400rpm and 450Nm of torque from 1,500-2,500rpm, sufficient to improving acceleration while reducing fuel consumption by up to 20 per cent. The BMW 525d SE Saloon costs from £35,135 OTR and the Touring £37,560 OTR.

Extensive modifications to the six-cylinder twin-turbo diesel engines in the 530d and 535d, both featuring variable turbine geometry, have produced increases in power and torque while at the same time achieving greater fuel efficiency. The fuel consumption of the 530d is around 13 per cent better, while the 535d now has a power output of 313hp. These models are now priced from £38,780 OTR and £44,290 OTR respectively for the Saloon and £41,190 OTR and £46,600 OTR for the Touring.

The final 5 Series engine addition for September sees the 407hp 4.4-litre twin-turbo V8 from the 550i flagship saloon and 550i GT become available in the Touring for the first time. A BMW 550i Touring starts at £54,680 OTR.

#### BMW 5 Series Saloon

Model	Power (hp)	Torque (Nm)	0-62mph (seconds)	Top Speed (mph)	CO <sub>2</sub> emissions (g/km)	Combined mpg
BMW 520i	184	270	7.9 (8.0)	141	157 (149)	41.5 (44.1)
BMW 528i	245	350	6.2 (6.3)	155*	159 (152)	41.5 (43.5)



# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 01 July, 2011

Subject **The new BMW range: more driver enjoyment with even greater efficiency**

Page 6

BMW 520d ED	184	380	8.2	144	119	62.8
BMW 525d	218	450	7.0	151	132 (126)	56.5 (58.9)
BMW530d	258	540	6.1 (6.0)	155*	149 (139)	49.6 (52.3)
BMW 535d**	313	630	5.5	155*	142	50.4

\* Electronically limited \*\* Automatic only

#### BMW 5 Series Touring

Model	Power (hp)	Torque (Nm)	0-62mph (seconds)	Top Speed (mph)	CO2 emissions (g/km)	Combined mpg
BMW 520i	184	270	8.3	137	163 (156)	40.4 (42.2)
BMW 528i	245	350	6.4	152	165 (159)	39.8 (41.5)
BMW 525d	218	450	7.2	147	138 (135)	53.3 (55.4)
BMW530d	258	540	6.2	155*	155 (145)	47.9 (51.4)
BMW 535d**	313	630	5.5	155*	148	50.4
BMW 550i**	407	600	5.1	155*	142	26.4

#### Increased specification for the BMW 5 Series

The 5 Series in all its variants remains the ultimate drivers' car in the executive sector. That position is strengthened with the introduction of Drive Performance Control as standard, which allows the driver to fine-tune the ride and handling selecting either Comfort, Sport or Sport+ settings. It will be fitted to all Saloon and Touring variants.

All four- and six-cylinder 5 Series models, have the addition of ECO PRO mode, which adjusts throttle sensitivity, engine response, the upshift points with the automatic gearbox, where fitted, and even the power consumed by ancillaries including climate control and heated mirrors.



# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 01 July, 2011

Subject **The new BMW range: more driver enjoyment with even greater efficiency**

Page 7

Owners can now open the boot or – on the Touring – the rear window or tailgate through a simple foot movement at the rear of the car. Sensors in the rear bumper detect foot movement and if that person is carrying the correct key, messages are sent to the car's onboard computer telling it to lift the boot lid, tailgate or rear glass hatch on the Touring.

In conjunction with the optional BMW Professional Navigation system, drivers are provided with accurate, instant details of traffic conditions through the Real-Time Traffic Information system, while the updated Head-Up display now shows full-colour road-sign graphics. An extension of the BMW Night Vision system gives better visual and audible warnings of unseen pedestrians or cyclists.

September also sees the introduction of M Sport specification to the 5 Series Gran Turismo. Featuring an enhanced standard specification M Sport includes 19-inch light alloy wheels, M aerodynamic body styling, M Sport suspension and other interior and exterior enhancements. Prices for the 5 Series Gran Turismo start at £46,590 OTR for a 530d GT rising to £57,620 OTR for a 550i GT.

#### **The new BMW 3 Series Coupé and Convertible Sport Plus Editions**

A new special edition offering enhanced standard equipment, alloy wheels and unique upholstery will be available on the BMW 3 Series Coupé and Convertible. Building on the existing M Sport trim level, this new edition features a package of styling and functional enhancements designed to highlight the dynamic qualities of the BMW 3 Series.

All models gain 19-inch double-spoke light alloy wheels, along with a new rear bumper with integrated body-coloured diffuser and Jet Black mirror casings. The Coupé also receives the rear lip spoiler, previously only available on the M3 Coupé.

Inside, the standard Sport seats in Black Dakota leather now feature M-piping and Royal Blue stitching, other leather colours remain available, matching the edging on the floor mats, whilst



# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 01 July, 2011

Subject **The new BMW range: more driver enjoyment with even greater efficiency**

Page 8

aluminium 'Edition' door sills distinguish these models from their regular M Sport counterparts.

BMW Business Advanced navigation, Bluetooth and USB audio interface are also included as standard, providing access to BMW ConnectedDrive, free-of-charge for three years. The BMW 3 Series Sport Plus Editions are priced at £1000 more than the standard 3 Series Coupé and Convertible M Sport models.

For an additional £750, an optional upgrade package is also available for the new Sport Plus Edition models, featuring an upgrade to BMW Professional Multimedia Navigation and an upgraded Harman Kardon speaker system.

#### **The BMW 6 Series: now a coupe and a diesel**

To coincide with the launch of the new BMW 6 Series Coupé this autumn, diesel power becomes available for BMW's flagship two-door models. The world's sportiest diesel engine is a 3.0-litre twin-turbo in-line six-cylinder unit producing 313hp at 4400rpm and 630Nm of torque from only 1500rpm with the help of variable geometry turbocharging.

BMW's ECO PRO mode, fitted as standard on both the 640d Coupé and the 640d Convertible, provides even more economical performance when driving at low speeds or when cruising. In this instance it allows the standard eight-speed automatic gearbox to shift up earlier while altering throttle sensitivity, engine mapping and the power consumed by electronic auxiliary systems.

Model	Power (hp)	Torque (Nm)	0-62mph (seconds)	Top Speed (mph)	CO2 emissions (g/km)	Combined mpg
BMW 640d Coupé	313	630	5.5	155*	144	51.4
BMW 640d Convertible	313	630	5.6	155*	148	50.4

\* Electronically limited





# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 01 July, 2011

Subject **The new BMW range: more driver enjoyment with even greater efficiency**

Page 9

The BMW 6 Series Coupé and Convertible will now be available in M Sport trim. The M Sport package adds the M aerodynamic bodystyling package, 19-inch M light alloy wheels, dark chrome exhaust tailpipes, High-gloss Shadowline exterior trim and black brake callipers. Inside Anthracite headlining, Aluminium Hexagon trim, Sport seats and M Sport multi-function leather rimmed steering wheel are fitted.

The BMW 640d Coupé costs from £62,080 OTR while the 640d Convertible starts at £68,210 OTR.

#### **New equipment for the BMW 7 Series**

BMW's flagship saloons benefit from upgrades to comfort and safety features and infotainment systems for the new model year.

A new version of BMW Night Vision is available with pedestrian detection giving drivers stronger acoustic and visual alerts if an unseen pedestrian or cyclist strays into the path of the car. Additional features on BMW ConnectedDrive deliver Real-Time Traffic Information about delays, while the system can now accept apps that receive internet radio stations and allow the use of Facebook and Twitter.

#### **ConnectedDrive now even more connected**

BMW's ConnectedDrive system has been enhanced for 2011 for even more intelligent networking between the driver and the outside world.

Real Time Traffic Information (RTTI) is a superior system for warning drivers of hold-ups and calculating alternative routes to help avoid them. It is far quicker and more efficient than the Traffic Message Channel (TMC) currently used, transmitting data faster, and updating more frequently, via the SIM card integrated in the vehicle.



# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 01 July, 2011

Subject **The new BMW range: more driver enjoyment with even greater efficiency**

Page 10

Courtesy of BMW Live, the driver's mobile phone can serve as a modem to feed information to the car's Control Display via Bluetooth. The system offers free RSS news feeds, weather information, Google Local Search, Google Panoramic and Street View. The RSS news feeds are read inside the car via BMW's Text to Speech function. The facility will be available on the new BMW 1 Series in September, before being rolled out to other models.

The same camera system can also provide the driver more information through the new full-colour Head-up Display or the instrument panel. The Lane Departure Warning system can detect lane markings and sends a mild vibration through the steering wheel should the vehicle deviate from its lane without indicating. The Speed Limit Display reads both permanent and temporary speed limit signs and displays the current maximum permissible speed limit to the driver.

**Ends**

#### **The BMW Group**

With its three brands – BMW, MINI and Rolls-Royce – the BMW Group is one of the world's most successful premium manufacturers of cars and motorcycles. It operates internationally with 24 production sites in 13 countries and a global sales network with representation in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain,



# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 01 July, 2011

Subject **The new BMW range: more driver enjoyment with even greater efficiency**

Page 11

comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.

#### **For further information please contact:**

Krystyna Kozłowska BMW Media Relations Assistant  
Tel: 01344 480707 Email: [Krystyna.Kozłowska@bmw.co.uk](mailto:Krystyna.Kozłowska@bmw.co.uk)

Gavin Ward BMW Media Relations Manager  
Tel: 01344 480829 Email: [Gavin.Ward@bmw.co.uk](mailto:Gavin.Ward@bmw.co.uk)

Wieland Bruch Corporate Communications Manager  
Tel: 01344 480113 Email: [Wieland.Bruch@bmw.co.uk](mailto:Wieland.Bruch@bmw.co.uk)

Graham Biggs Corporate Communications Director  
Tel: 01344 480109 Email: [Graham.Biggs@bmw.co.uk](mailto:Graham.Biggs@bmw.co.uk)

Main office number: 01344 480320  
Media website: [www.press.bmwgroup.co.uk](http://www.press.bmwgroup.co.uk)  
Customer website: [www.bmw.co.uk](http://www.bmw.co.uk)

